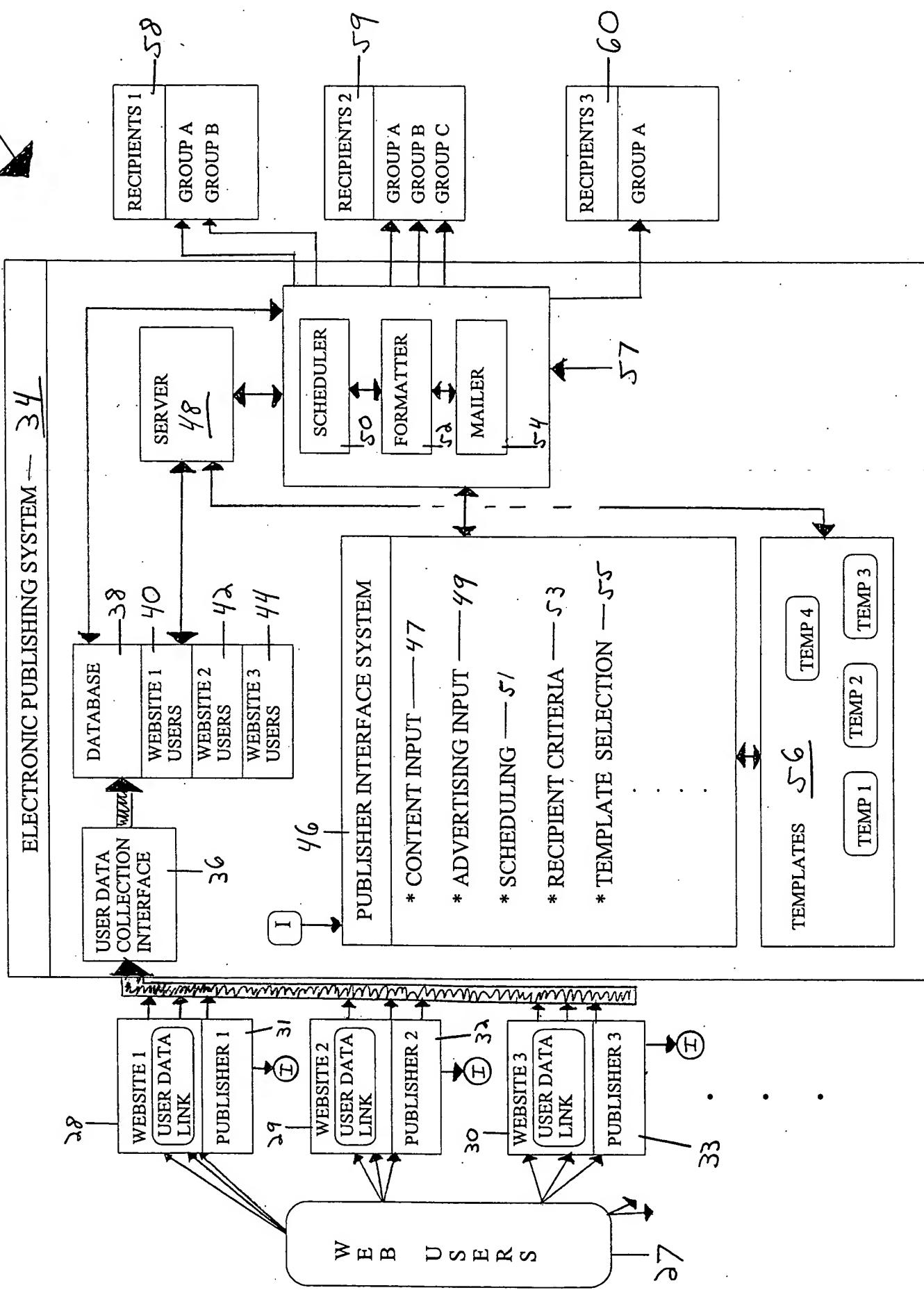


ELECTRONIC PUBLISHING SYSTEM — 34



F16. 2

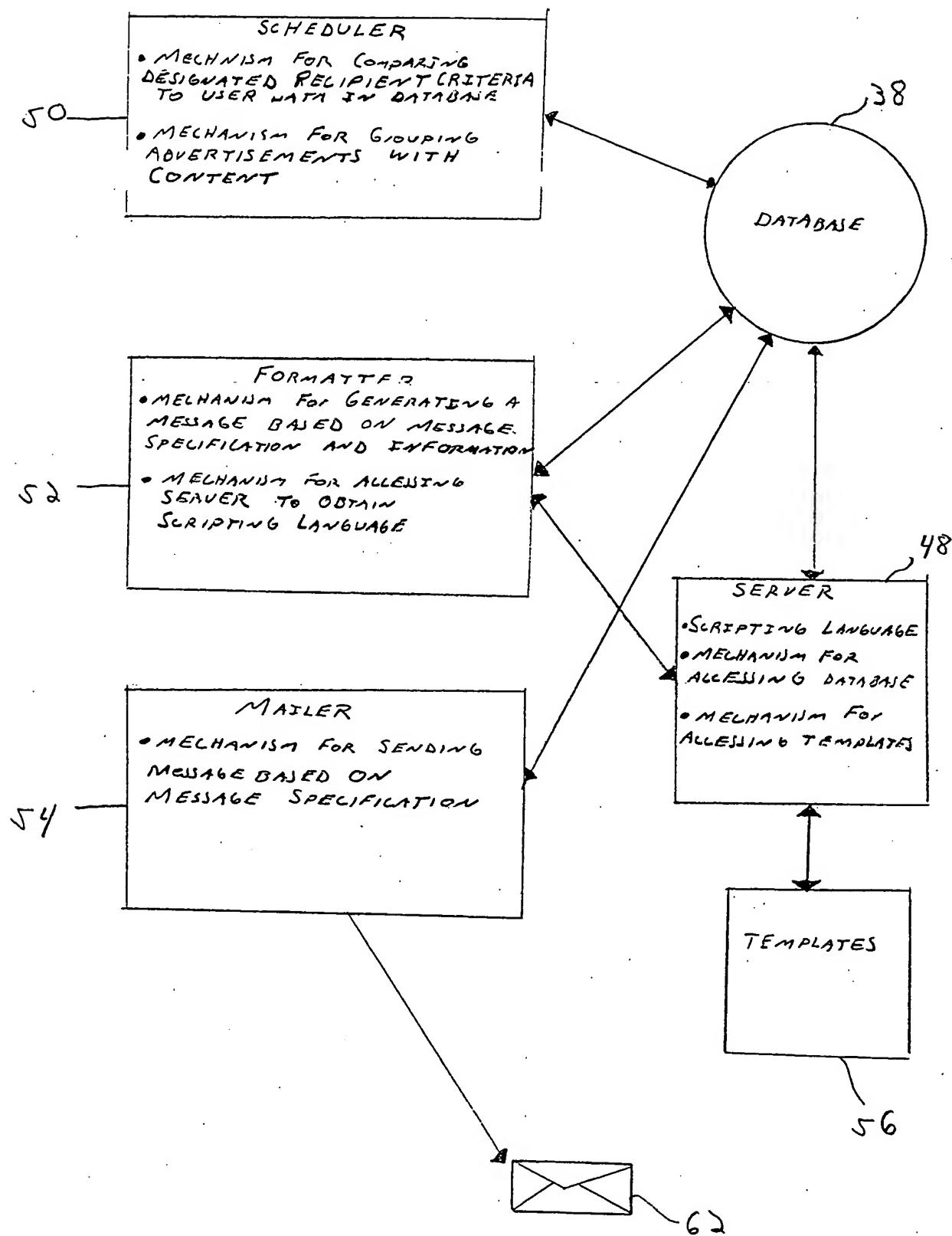


FIG. 3

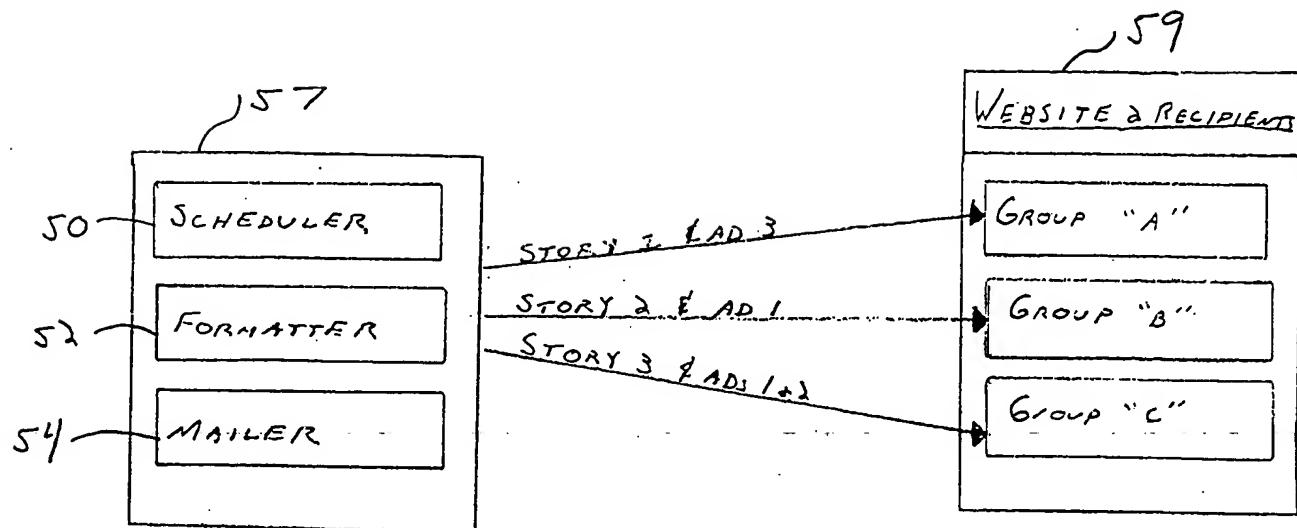


FIG. 4

100

inf rmz System System System
Admin Administration

Help Informz.com

101 Admin

102 Reports

103 Mailings

104 Ads

105

106

107

108

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112

113

114

Brand Information

Brand Settings Customize Your brand information!

News Types Set up the types of information you wish to send to your subscribers.

Demographics Set up the types of Demographics for your users.

Target Groups Set up subscriber target groups.

Personalization Set up the items to allow personalized mailings to be create for each user.

Colors Add/modify/delete colors to/from the system.

Fonts Add/modify/delete fonts to/from the system.

Users

Authorized Users Add, Modify, or Remove Authorized Users.

Subscription Settings

Description Description of mailing services for this brand that the subscriber will be able to read.

Privacy Statement Description of privacy for this brand that the subscriber will be able to read.

What You Get Description of what the subscriber gets for this brand that the subscriber will be able to read.

Examples Examples of mailings for the subscriber to view.

Fig. 5

116

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119

inf rmz

System Administration

Help informz.com

Edit News Type

Name: 118

Link: 120

Rank: 124

Description:

Display: 126

Priority: 130

Admin	Reports	Mailings	Ads
-------	---------	----------	-----

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Fig. 7

132

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135

Demographics Category					
Name	Required	Sorting Sequence	Modify	Delete	Demographics
Age	No	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Gender	No	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Have you heard of NBC 10 InstaSports?	No	3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Which newscast do you watch the most?	Yes	4	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

[Add](#)

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FIG. 8

136

System Administration			
inf rmz		System Administration	System Administration
		Help	Informz.com
Admin		Demographic Category	
Reports		Name	
Mailings		Age ~ 138	
Ads		Description	
		Required <input type="checkbox"/> ~ 142	
		Sequence <input type="checkbox"/> 1 ~ 144	
		Update ~ 146	

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Fig. 9

148

System Administration

inf rmz

Help Informz.com

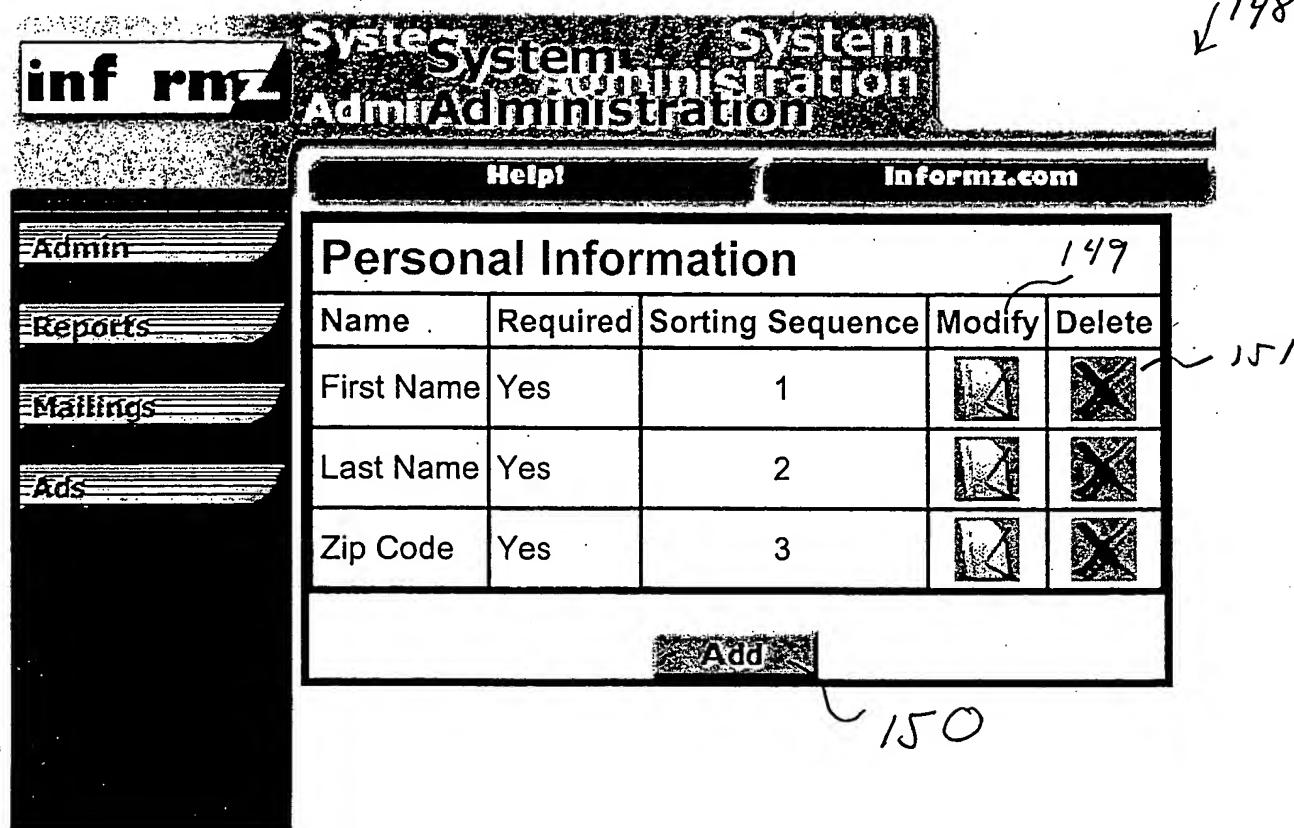
Personal Information 149

Name	Required	Sorting Sequence	Modify	Delete
First Name	Yes	1		
Last Name	Yes	2		
Zip Code	Yes	3		

Add 150

151

150



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FIG. 10

152

inf rmz System System System
Admin/ Administration

Help Informz.com

Admin Reports Mailings Ads

Personal Info Details

Name

First Name ~ 154

Description

Required: ~ 158

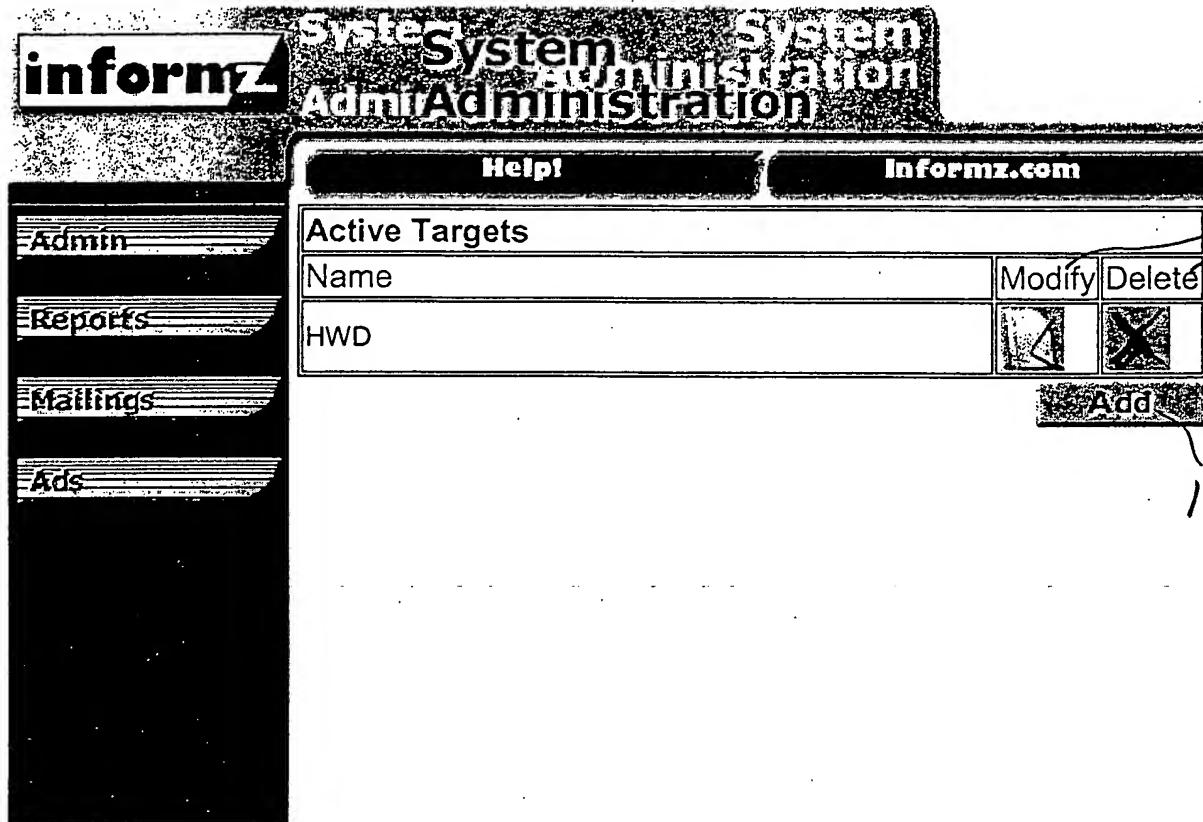
Sequence: ~ 160

Update ~ 162

156

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Fig. 11



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FIG. 12

✓168

informz System Administration

Help | informz.com

Modify Target Group Configuration

Name: HWD ~ 170

Operator:
172 Not And Or

Add/Remove Values

Show Values: News
 Demographic
 Compound
 All 174

Value: NEWS : News

Add ~ 178

Demographic	Gender : Female	[delete]
Demographic	Age : 26 - 35	[delete]

Update Cancel

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180

FIG. 13

200

202 204 206 208 210 212 214 216

Name	Type	Format	Content	Modify	Ads	Test	Publish
Testing LocalUpdate	Send Once	WCAU-Newspaper					
HWD	On Hold	WCAU-Newspaper					
Welcome	When Subscribe	WCAU-Newspaper					
News Update...	Send Once	WCAU-Newspaper					
StormCenter Alerts	On Hold	WCAU-Newspaper					

Add Mailing

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218

F16.14

220

inf rmz		System	System																																																
		Administration	Administration																																																
		Help																																																	
		informz.com																																																	
Admin Reports Mailings Ads		<h3>Mailing Details</h3> <p>Name: <input type="text" value="HWD"/> ~ 222</p> <p>Schedule ~ 224</p> <table border="1"> <tr> <td>Send At:</td> <td>Date: <input type="text" value="2"/> <input type="text" value="1"/> <input type="text" value="2000"/> <input type="checkbox"/></td> <td>Month <input type="text" value="1"/> <input type="checkbox"/></td> <td>Day <input type="text" value="1"/> <input type="checkbox"/></td> <td>Year <input type="text" value="2000"/> <input type="checkbox"/></td> <td>Hours <input type="text" value="1"/> <input type="checkbox"/></td> <td>Minutes <input type="text" value="00"/> <input type="checkbox"/></td> <td>Time: <input type="text" value="AM"/> <input type="checkbox"/></td> </tr> <tr> <td>Daily</td> <td colspan="6">M <input type="checkbox"/> Tu <input type="checkbox"/> W <input type="checkbox"/> Th <input type="checkbox"/> F <input type="checkbox"/> Sa <input type="checkbox"/> Su <input type="checkbox"/></td> <td>Hours <input type="text" value="1"/> <input type="checkbox"/> Minutes <input type="text" value="00"/> <input type="checkbox"/></td> </tr> <tr> <td>or</td> <td colspan="6"></td> <td>Time: <input type="text" value="1"/> <input type="checkbox"/> <input type="text" value="00"/> <input type="checkbox"/></td> </tr> <tr> <td>Weekly</td> <td colspan="6"></td> <td></td> </tr> <tr> <td>After someone subscribes</td> <td colspan="6"><input type="text" value="0"/> minutes <input type="checkbox"/></td> <td></td> </tr> <tr> <td>Hold - do not schedule</td> <td colspan="6"></td> <td></td> </tr> </table> <p>Images ~ 226</p> <p><input type="checkbox"/> Attach</p> <p>Template ~ 228</p> <p>Format: <input type="text" value="WCAU - Newspaper"/> <input type="checkbox"/> Start Month <input type="text" value="1"/> <input type="checkbox"/> Day <input type="text" value="1"/> <input type="checkbox"/> Year <input type="text" value="2000"/> <input type="checkbox"/> Table of Contents <input type="checkbox"/></p> <p>Date: <input type="text" value="1"/> <input type="checkbox"/> <input type="text" value="1"/> <input type="checkbox"/> <input type="text" value="2000"/> <input type="checkbox"/></p> <p>Subject ~ 230</p> <p>Email: <input type="text" value="TEST"/></p> <p>Pager: <input type="text"/></p> <p>Update ~ 222</p>		Send At:	Date: <input type="text" value="2"/> <input type="text" value="1"/> <input type="text" value="2000"/> <input type="checkbox"/>	Month <input type="text" value="1"/> <input type="checkbox"/>	Day <input type="text" value="1"/> <input type="checkbox"/>	Year <input type="text" value="2000"/> <input type="checkbox"/>	Hours <input type="text" value="1"/> <input type="checkbox"/>	Minutes <input type="text" value="00"/> <input type="checkbox"/>	Time: <input type="text" value="AM"/> <input type="checkbox"/>	Daily	M <input type="checkbox"/> Tu <input type="checkbox"/> W <input type="checkbox"/> Th <input type="checkbox"/> F <input type="checkbox"/> Sa <input type="checkbox"/> Su <input type="checkbox"/>						Hours <input type="text" value="1"/> <input type="checkbox"/> Minutes <input type="text" value="00"/> <input type="checkbox"/>	or							Time: <input type="text" value="1"/> <input type="checkbox"/> <input type="text" value="00"/> <input type="checkbox"/>	Weekly								After someone subscribes	<input type="text" value="0"/> minutes <input type="checkbox"/>							Hold - do not schedule							
Send At:	Date: <input type="text" value="2"/> <input type="text" value="1"/> <input type="text" value="2000"/> <input type="checkbox"/>	Month <input type="text" value="1"/> <input type="checkbox"/>	Day <input type="text" value="1"/> <input type="checkbox"/>	Year <input type="text" value="2000"/> <input type="checkbox"/>	Hours <input type="text" value="1"/> <input type="checkbox"/>	Minutes <input type="text" value="00"/> <input type="checkbox"/>	Time: <input type="text" value="AM"/> <input type="checkbox"/>																																												
Daily	M <input type="checkbox"/> Tu <input type="checkbox"/> W <input type="checkbox"/> Th <input type="checkbox"/> F <input type="checkbox"/> Sa <input type="checkbox"/> Su <input type="checkbox"/>						Hours <input type="text" value="1"/> <input type="checkbox"/> Minutes <input type="text" value="00"/> <input type="checkbox"/>																																												
or							Time: <input type="text" value="1"/> <input type="checkbox"/> <input type="text" value="00"/> <input type="checkbox"/>																																												
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After someone subscribes	<input type="text" value="0"/> minutes <input type="checkbox"/>																																																		
Hold - do not schedule																																																			

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Fig. 15

234

informix System Administration

Help **informix.com**

News Details

Mailing HWD

Title

Summary

Type HWD

Rank — 242

(1=highest, 5=lowest)

Image File — 244

Directory: **Upload**

- or -

URL: **Process**

Height: pixels Width: pixels

Placement: Left

Pager — 246

Send Pager? Yes

Pager Version:

* If you leave the Pager Version blank, the News Title will be used.

News Link — 248

Directory: **Upload**

- or -

URL:

* This is the webpage or document that the user will be sent to upon clicking the title or image.

Update

236

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informz System Administration

Help? Informz.com

Admin Reports Mailings Ads

Advertisement Details

Name — 254

Text

Link — 258

Graphics 260

Image: Upload

- or -

HTML:

Pager

Update

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Fig. 17

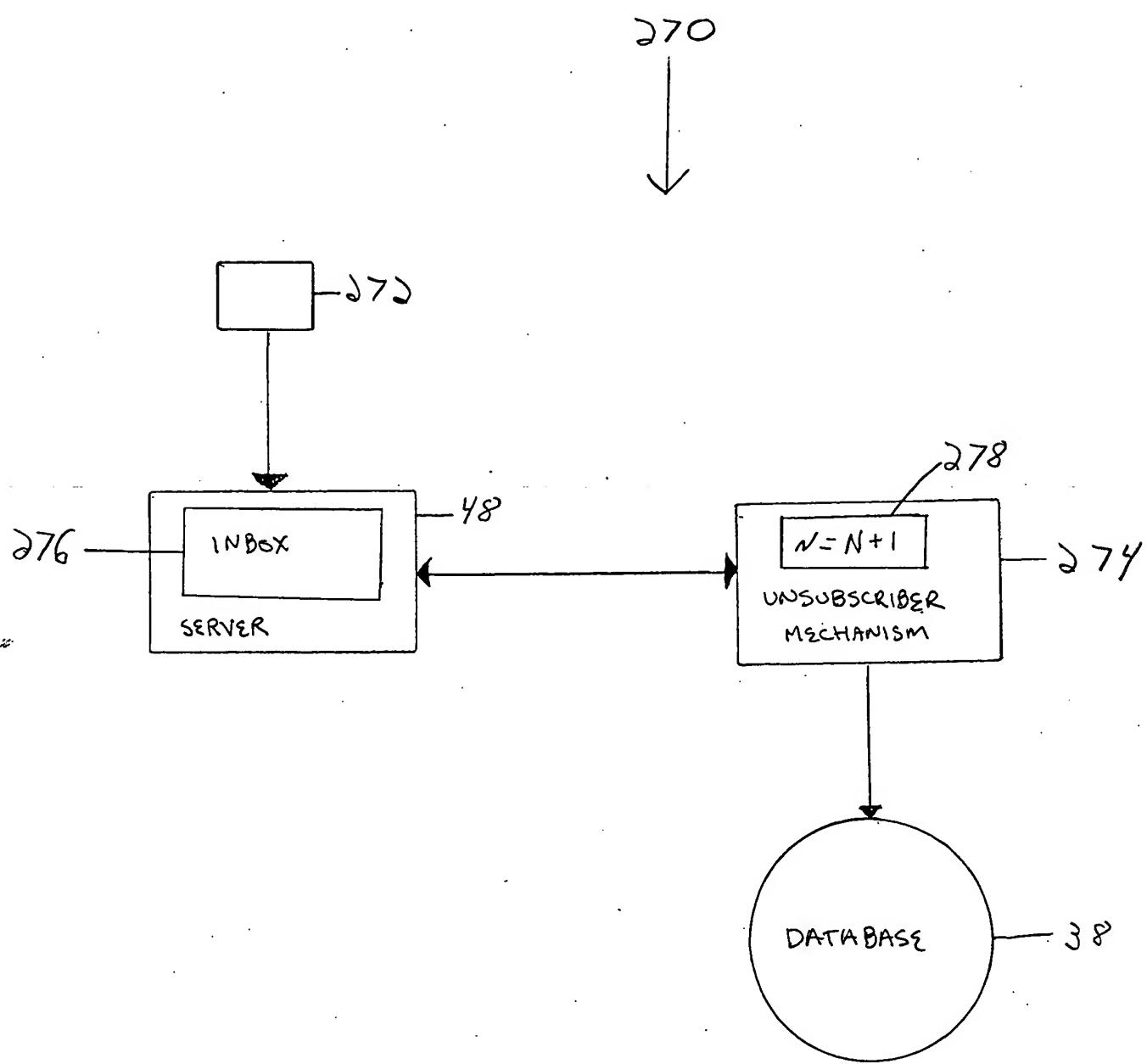


FIG. 18

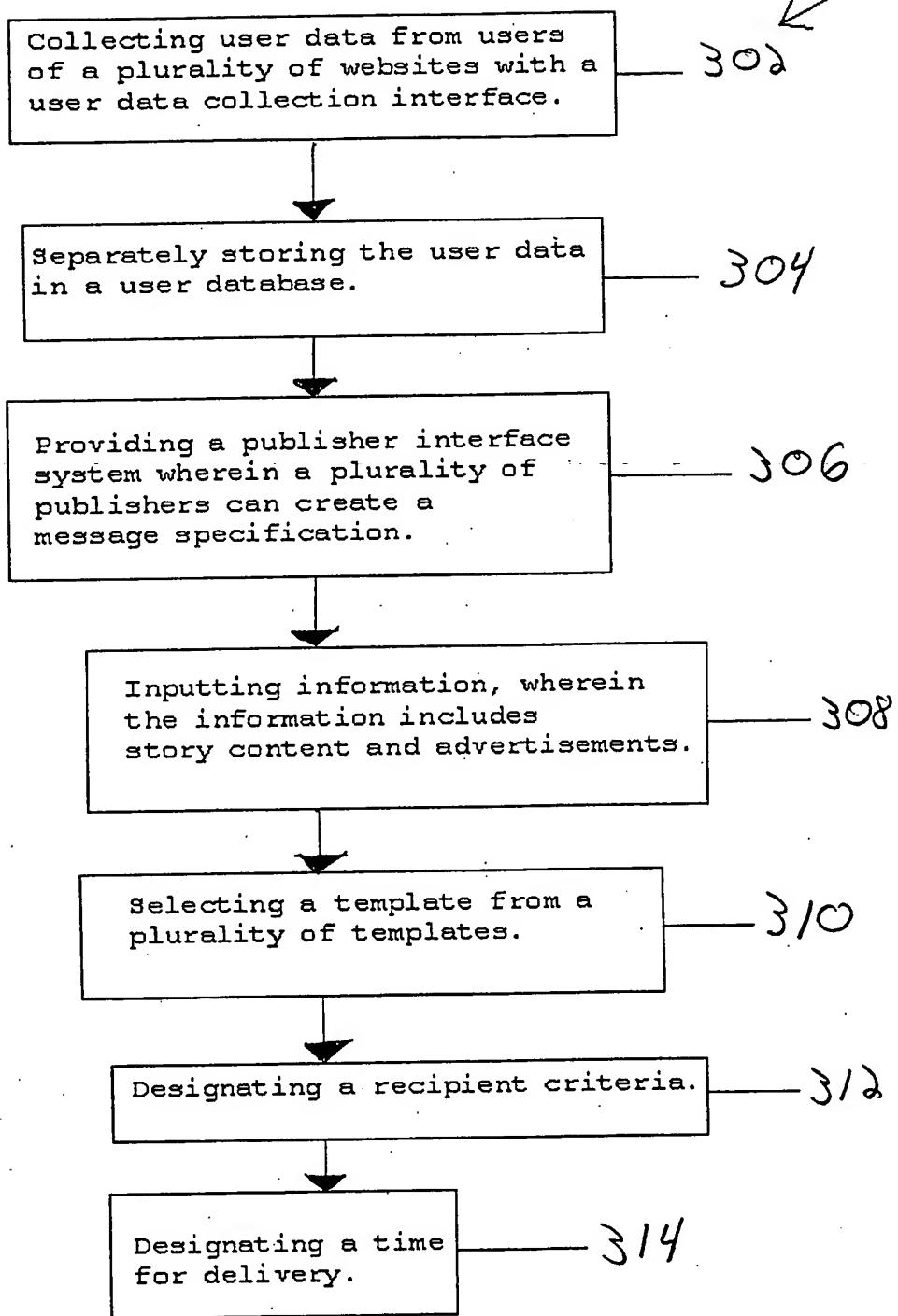


FIG. 19

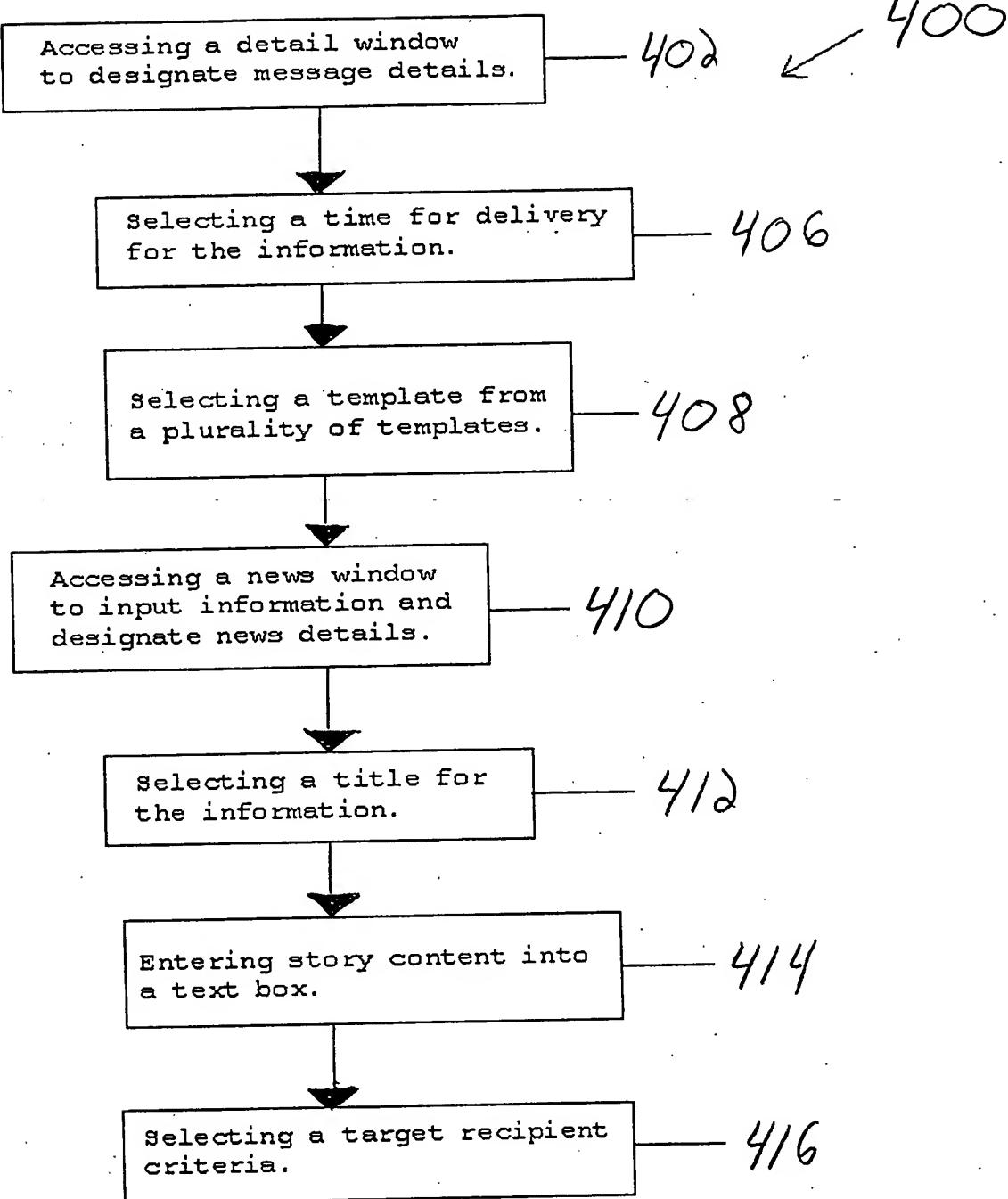


FIG. 20

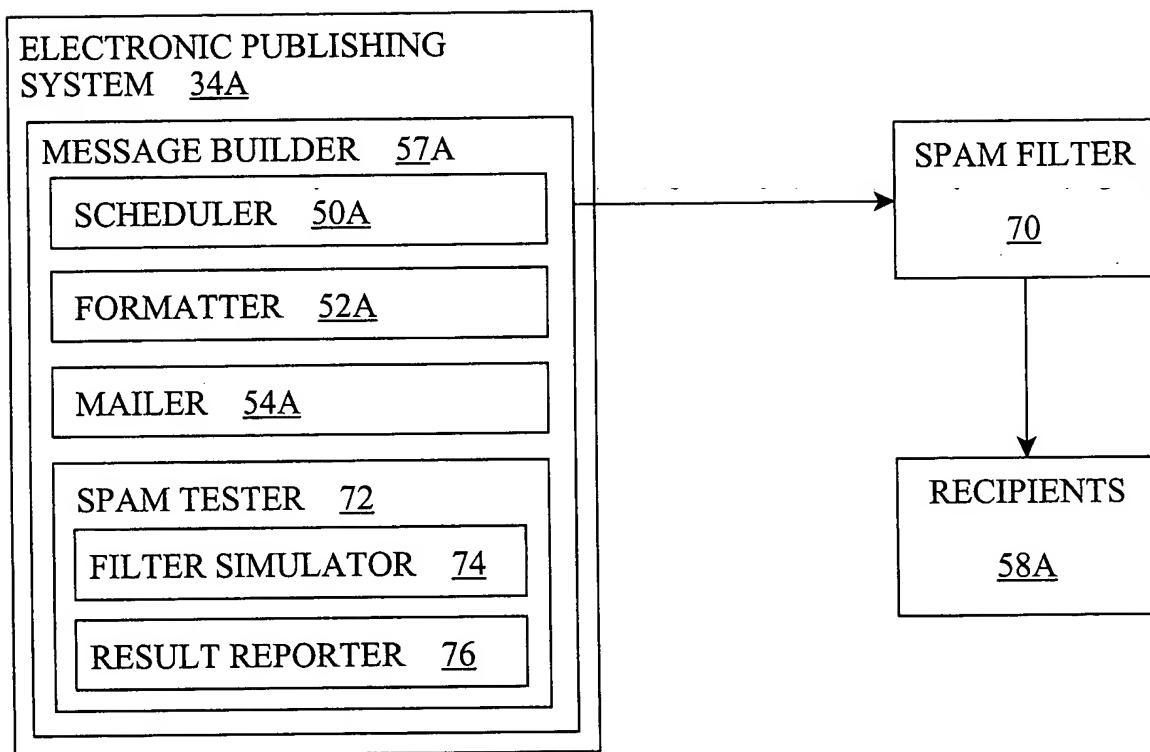


FIG. 21

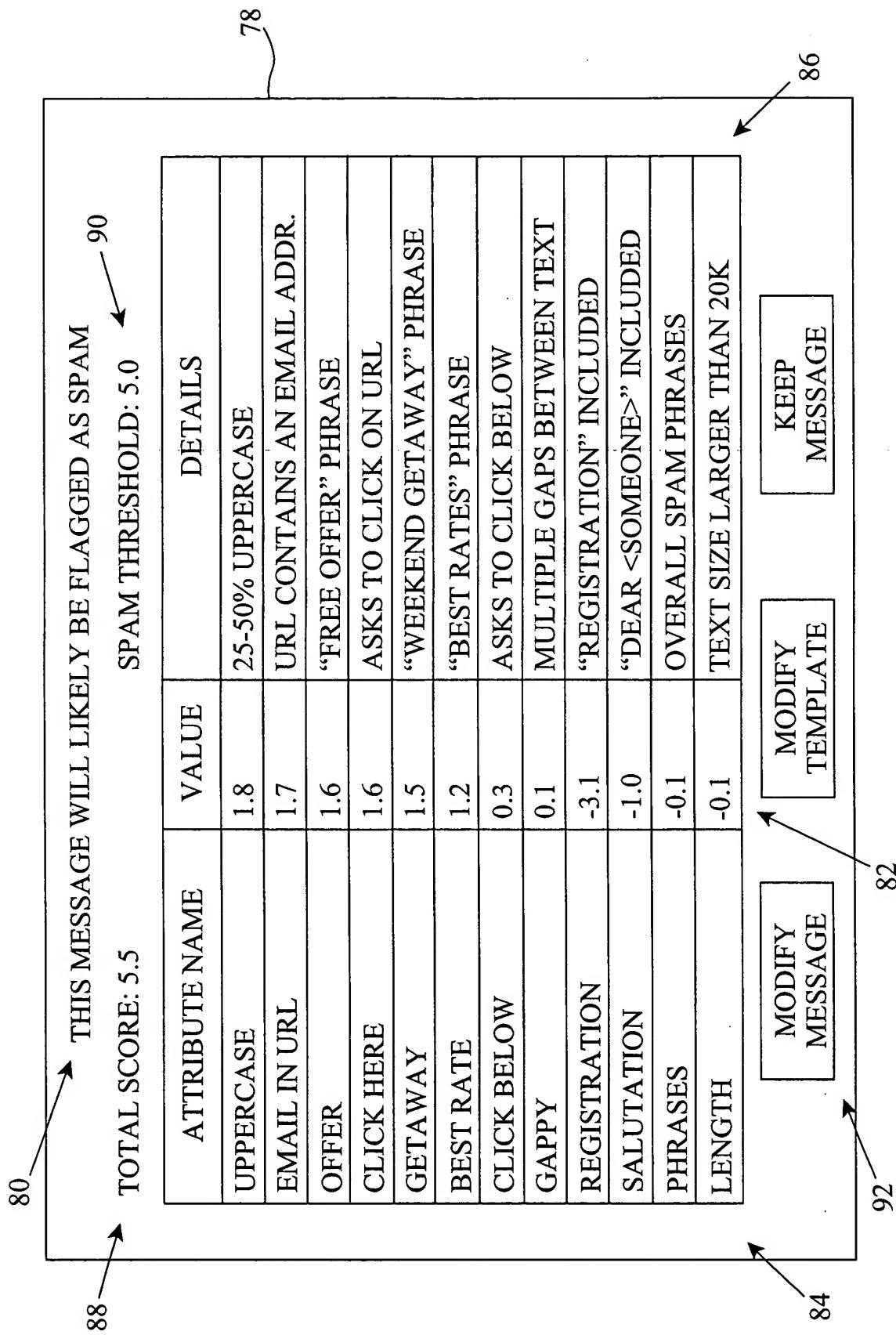


FIG. 22

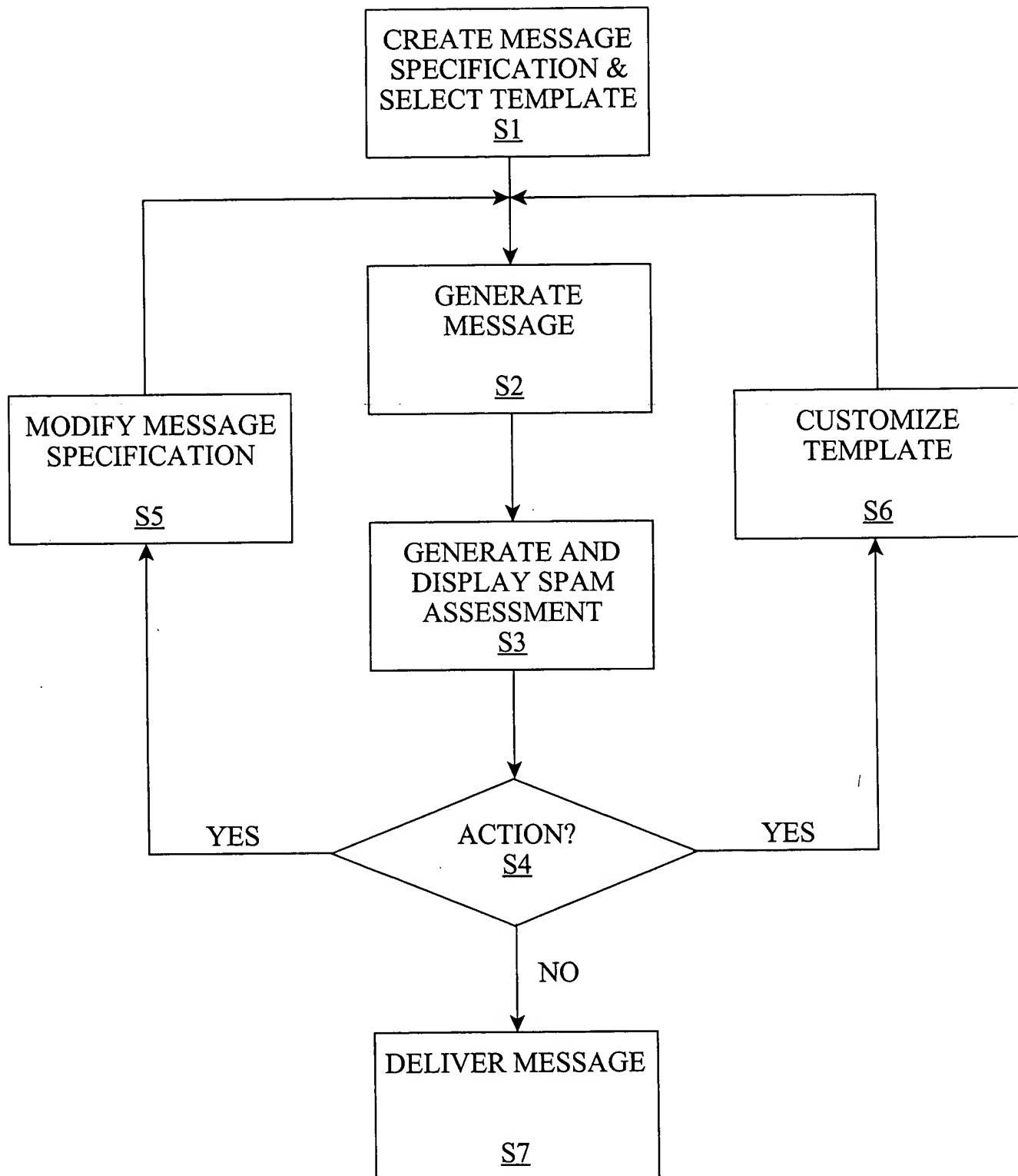


FIG. 23